



MH95D2462

# *Cancer Education Resources for American Indians and Alaska Natives*

NATIONAL INSTITUTES OF HEALTH  
National Cancer Institute



# *Cancer Education Resources for American Indians and Alaska Natives*

Office of Minority Health  
Resource Center  
PO Box 37337

Washington, DC 20013-7337

**Supplement to Native American Monograph No. 1:  
Documentation of the Cancer Research Needs of  
American Indians and Alaska Natives**

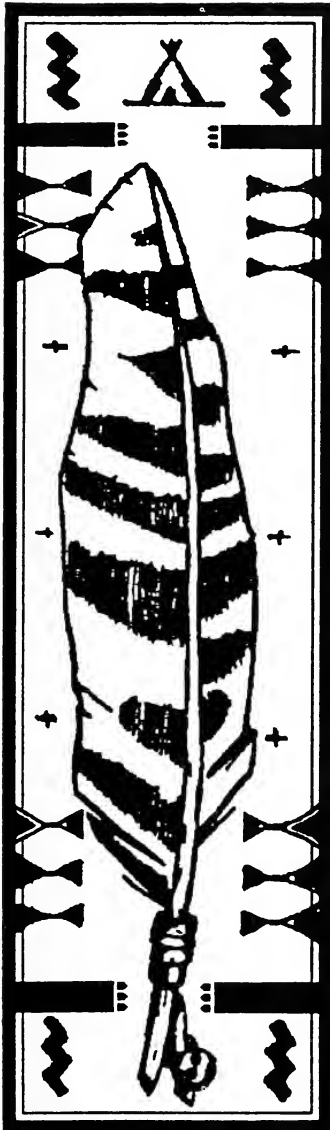
Linda Burhansstipanov, DrPH, CHES  
Native American Cancer Control  
Special Populations Studies Branch

Kathleen Cooleen Barry  
Cancer Control Program Specialist  
Office of the Associate Director

Cancer Control Science Program  
Division of Cancer Prevention and Control  
National Cancer Institute  
Bethesda, Maryland

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Public Health Service  
National Institutes of Health

NIH Publication No. 94-3706  
January 1994





# Contents

Introduction .....	1
Acknowledgments .....	3
How To Use This Directory .....	5
Key To Selecting Cancer Education Materials .....	7

## Materials

Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment .....	13
Better Choices: The American Cancer Society's Program To Help You Reduce Your Risk of Cancer .....	14
Breast Cancer .....	15
Cancer Mortality Among Native Americans in the United States: Regional Differences in Indian Health, 1984-1988, and Trends Over Time, 1968-1987 .....	16
Cancer Runs in Certain Circles .....	17
Chances Are . . . You Need a Mammogram .....	18
Children Are the Future: Give Yours a Healthy Start .....	19
Children Are Our Future: Give Yours a Healthy Start .....	20
Continue the Circle: Enjoy the Gift of Health .....	21
Does Your Child Smoke? .....	22
Eat More Fruits and Vegetables: 5 a Day for Better Health .....	23
Eat More Salads for Better Health .....	24
Eat To Live .....	25
Eating Healthy the Alaska Way .....	26
Eating Healthy the Alaska Way .....	27
Eating Healthy the American Indian Way: Why All the Talk About Fat? .....	28
Eating Healthy the American Indian Way: Why All the Talk About Fiber? .....	29
Having a Pelvic Exam and Pap Test .....	30
Health Risks and Preventive Care Among Older American Indians and Alaska Natives .....	31
How To Examine Your Breasts .....	32
It's Never Too Late To Quit! .....	33
It's Never Too Late To Quit Smoking .....	34
It's Your Life—It's Our Future: Stop Smoking Guide .....	35
Keep Our Health Traditional: Keep Tobacco Use Traditional .....	36
Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer .....	37
Little Sister Mouse .....	38
Malam Nau Yahiwapo: Women's Gathering Place .....	39

## Contents (continued)

A Mammogram Could Save Your Life .....	40
Mouth Cancer Runs in Certain Circles .....	41
A New Beginning, Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions .....	42
Our American Indian Children Are Our Future: Bring Them Into Health and Tradition .....	43
Our American Indian Children Deserve a Healthy Future and Healthy Traditions: Don't Smoke for Your Children's Sake .....	44
The Pap Test: It Can Save Your Life! .....	45
The Pathway to Health .....	46
Pull Together: Quit Smoking .....	47
Smoke-Free . . . and Healthy .....	48
Smokeless Tobacco: Activity Book; Grades K-6 .....	49
Smokeless Tobacco: Teacher's Guide .....	50
Take Care of Your Breasts .....	51
Take Care of Yourself .....	52
Take Control: 10 Steps to a Healthier Life .....	53
Taking Care of Your Health: The Pap Test and Cervical Cancer .....	54
Tobacco Control Education Program .....	55
Tobacco Is Traditional to American Indian People: Cancer Is Not Traditional .....	56
Tobacco: It Was Never Meant To Be Abused .....	57
Tobacco Was a Gift From Our Great Spirit: Don't Let It Become Our Death .....	58
Traditional Foods Can Be Healthy .....	59
Traditional Use of Tobacco .....	60
We Are the Circle of Life; Pass on the Gift of Health .....	61
What Men Should Know About Cancer .....	62
What Women Should Know About Cancer .....	63
Withdrawal From Smoking: Dealing With the Effects .....	64
Appendix: SMOG Readability Formula .....	67
Index of Authors, Producers, and Distributors .....	71

# Introduction

*Cancer Education Resources for American Indians and Alaska Natives* is designed to assist in the development and implementation of cancer prevention and control programs among Indigenous Peoples. This directory is not all-inclusive; it provides examples of the types of materials that currently are being developed by and for Native Peoples throughout the United States. Although attempts have been made to review all this information, inclusion of materials in this directory does not necessarily imply endorsement by the National Cancer Institute (NCI).

During the summer and fall of 1991, the Network for Cancer Control Research Among American Indian and Alaska Native Populations surveyed approximately 2,800 Native American organizations. The purpose of this survey was to determine what types of culturally appropriate cancer informational materials or programs are currently available to Indigenous Peoples in the United States. Of the 450 (16.1 percent) organizations that responded, 264 (58.7 percent) indicated that they provide cancer education programs. Of these 264 organizations, 133 indicated that they provide general information about cancer.

The Network for Cancer Control Research Among American Indian and Alaska Native Populations shared the summary information from this survey with NCI staff. NCI followed up by obtaining cancer education materials from these organizations and others for inclusion in a directory of resources.

NCI is currently funding eight Native American cancer research projects. Each of these projects has developed and pretested cancer information resources among their respective Native American populations. Information on the availability of these materials—including posters, pamphlets, videotapes, curricula, training manuals, and other items—will be available after the summer of 1994.

As is true with most underserved populations, Native Americans need cancer education and information that is designed and available in culturally appropriate methods and materials. When Native Americans are asked to review cancer education materials that have been developed for other populations, such as whites or African Americans, the common response is "It is too bad those people get that disease." When told that Native Peoples also have cancer, the response is "No, there is nothing in that pamphlet about us . . . we must not get it."

Native Americans need to be apprised of the growing cancer problem among this population, as well as ways to prevent and control this chronic disease. There continues to be a dearth of information available. Additional materials are needed on the prevention and control of cancer in certain sites, which are increasing among Indigenous Peoples and/or have disproportionately high incidence or mortality rates among Native Americans compared with other racial or ethnic groups, such as whites, African Americans, and Hispanics. These cancer sites include, but are not limited to, lung, colon and rectum, breast, prostate, cervix, stomach, pancreas, and gallbladder.

Cancer prevention materials are needed on each of the common cancer sites as well as those that occur at a disproportionately high rate in Native Americans. For example, materials on the prevention and control of tobacco use are needed to prevent young people from starting to smoke or chew tobacco; however, these materials also need to recognize and respect the traditional use of tobacco within Native cultures. Prevention materials also need to be realistic as well as informative. NCI's 5-a-Day campaign, which encourages people to consume five servings of fruits and vegetables daily, needs to be adapted by Native American cultures to include means of increasing access to fruits and vegetables where availability and cost are primary barriers to participating in this valuable NCI program.

Many Native Peoples do not participate in recommended screening and early detection programs because they are unaware of the availability of these services. They are not recruited into clinical studies because the informational materials are often culturally inappropriate and, as a result, misunderstood. There are additional reasons for little to no participation in these types of programs and studies, but the lack of culturally sensitive materials is an initial barrier that needs to be eliminated.

There has been an emerging health promotion movement among Native Americans over the last few years. Cancer prevention and control efforts need to be included in these health promotion efforts. Prevention is the wisest approach to this disease, and we need accurate, feasible, culturally sensitive education and informational materials designed for Native Americans to assist Indigenous Peoples in taking control of their lives and the well-being of their communities.

Linda Burhansstipanov, Dr.P.H.  
Former Program Director  
Native American Cancer Research Program  
National Cancer Institute



# Acknowledgments

The Special Populations Studies Branch of the National Cancer Institute wishes to thank the following individuals who contributed to the development of this directory:

- Members of the Network for Cancer Control Research Among American Indian and Alaska Native Populations
- Mark B. Dignan, associate professor, and Sharon Johnson, secretary, Department of Family and Community Medicine, Bowman Gray School of Medicine
- Michael Arfsten, former director, American Indian Health Care Association



# How To Use This Directory

To help readers, this directory includes a matrix of the cancer education materials described herein. Titles are arranged in alphabetical order. For each title, the matrix indicates the format, readability rating, applicable cancer sites, target audience, cultural/ethnic audience, and whether the item focuses on diet. If publications are needed for a particular audience or cancer site, users can consult the matrix.

The presentation of each entry includes the title, producer, publication date, availability, format, target audience, content description, and readability rating. Formats are defined as follows:

- Leaflet—sheet of paper containing printed matter, folded once or more;
- Fact Sheet—list or brief information summary on specific subject on single sheet of paper, unfolded;
- Pamphlet—bound publication (usually stapled) of up to 15 pages;
- Booklet—bound publication of more than 15 pages but fewer than 80 pages;
- Book—bound publication of more than 80 pages;
- Poster—large printed or written single sheet of paper to be displayed in public place;
- Videotape—magnetic tape upon which audio and video signals are recorded for playback through television receiver; and
- Other—material such as refrigerator magnets or tent cards.

Publications that have “Not applicable” under the **Readability Rating** do not contain a sufficient amount of text to evaluate and are generally considered very easy.

The appendix contains the instructions and worksheet used for determining readability ratings. Users may determine the readability rating of other cancer education materials using this appendix.

The index arranges titles by author, producer, and distributor.



# Key To Selecting Cancer Educational Materials

FORMAT	READABILITY RATING						CANCER SITE				TARGET AUDIENCE								CULTURAL/ ETHNIC AUDIENCE					
	Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General/Multiple	Breast	Cervical	Lung	Mouth	General	Patients	Program Planners/ Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women	Children	Any Cultural/ Ethnic Group	American Indians	Alaska Natives
Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment	pamphlet				●				●					●					●	●		●		
	videotape and leaflet	●						●					●									●	●	●
	leaflet			●					●											●			●	
	book						●	●							●							●		
Cancer Mortality Among Native Americans in the United States; Regional Differences in Indian Health, 1984-1988; and Trends Over Time, 1968-1987	poster	●										●				●				●				
Cancer Runs in Certain Circles																								
Chances Are . . . You Need a Mammogram	pamphlet				●				●									●		●		●		
Children Are the Future: Give Yours a Healthy Start	poster	●									●					●						●	●	
Children Are Our Future: Give Yours a Healthy Start	leaflet	●								●						●						●		
Continue the Circle: Enjoy the Gift of Health	poster	●							●							●				●		●		
Does Your Child Smoke?	leaflet	●									●					●						●	●	
Eat More Fruits and Vegetables: 5 a Day for Better Health	leaflet			●				●								●						●		
Eat More Salads for Better Health	leaflet		●					●						●								●		
Eat To Live	fact sheet	●						●						●									●	
Eating Healthily the Alaska Way	poster	●						●						●									●	
Eating Healthily the Alaska Way	other	●						●						●									●	

## Key To Selecting Cancer Educational Materials (continued)

FORMAT	READABILITY RATING						CANCER SITE				TARGET AUDIENCE								CULTURAL/ETHNIC AUDIENCE						
	Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General/Multiple	Breast	Cervical	Lung	Mouth	General	Patients	Program Planners/Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women	Children	Any Cultural/Ethnic Group	American Indians	Alaska Natives	FOCUS ON DIET
Eating Healthy the American Indian Way: Why All the Talk About Fat?	booklet	●						●					●									●	●	●	●
Eating Healthy the American Indian Way: Why All the Talk About Fiber?	booklet	●						●					●										●	●	●
Having a Pelvic Exam and Pap Test	leaflet	●							●											●		●			
Health Risks and Preventive Care Among Older American Indians and Alaska Natives	leaflet				●			●										●				●	●	●	●
How To Examine Your Breasts	poster	●							●									●		●			●	●	
It's Never Too Late To Quit!	poster	●									●												●	●	
It's Never Too Late To Quit Smoking	leaflet	●									●								●	●			●	●	
It's Your Life-It's Our Future: Stop Smoking Guide	videotape and booklet		●								●					●						●			
Keep Our Health Traditional: Keep Tobacco Use Traditional	poster	●									●		●			●							●	●	
Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer	leaflet	●						●					●									●	●	●	●
Little Sister Mouse	pamphlet	●						●					●								●	●	●	●	
Malam Nau Yahiwapo: Women's Gathering Place	fact sheets			●					●	●										●		●	●	●	
A Mammogram Could Save Your Life	leaflet	●							●			●								●		●		●	
Mouth Cancer Runs in Certain Circles	leaflet			●								●									●			●	
A New Beginning, Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions	poster	●						●			●					●							●		

# Key To Selecting Cancer Educational Materials (continued)

FORMAT	READABILITY RATING						CANCER SITE				TARGET AUDIENCE							CULTURAL/ ETHNIC AUDIENCE			FOCUS ON DIET			
	Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General/Multiple	Breast	Cervical	Lung	Mouth	General	Patients	Program Planners/ Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women		Children	Any Cultural/ Ethnic Group	American Indians
Our American Indian Children Are Our Future: Bring Them Into Health and Tradition	poster	●						●			●		●			●				●			●	
	poster	●									●					●							●	
	leaflet	●									●									●				
The Pap Test: It Can Save Your Life!	leaflet	●																				●		
The Pathway to Health	other	●						●					●											●
Pull Together: Quit Smoking	poster	●									●					●							●	
Smoke-Free . . . and Healthy	leaflet	●									●					●							●	
Smokeless Tobacco: Activity Book; Grades K-6	pamphlet	●											●								●			●
Smokeless Tobacco: Teacher's Guide	pamphlet				●							●												●
Take Care of Your Breasts	leaflet	●							●							●				●				●
Take Care of Yourself	leaflet	●							●											●				●
Take Control: 10 Steps to a Healthier Life	leaflet			●				●														●		●
Taking Care of Your Health: The Pap Test and Cervical Cancer	videotape and booklet		●							●										●				
Tobacco Control Education Program	poster	●									●					●							●	
Tobacco Is Traditional to American Indian People: Cancer Is Not Traditional	poster	●						●			●					●							●	
Tobacco: It Was Never Meant to Be Abused	poster	●									●		●			●							●	

	FORMAT	READABILITY RATING						CANCER SITE					TARGET AUDIENCE							CULTURAL/ ETHNIC AUDIENCE			FOCUS ON DIET		
		Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General/Multiple	Breast	Cervical	Lung	Mouth	General	Patients	Program Planners/ Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women	Children		Any Cultural/ Ethnic Group	American Indians
Tobacco Was a Gift From Our Great Spirit: Don't Let it Become Our Death	poster	●							●		●	●				●							●		
Traditional Foods Can Be Healthy	pamphlet				●				●														●		●
Traditional Use of Tobacco	leaflet	●									●												●		
We Are the Circle of Life; Pass on the Gift of Health	poster	●								●										●			●		
What Men Should Know About Cancer	leaflet		●						●		●	●							●				●		●
What Women Should Know About Cancer	leaflet		●						●	●	●									●			●		●
Withdrawal From Smoking: Dealing With the Effects	leaflet	●									●									●			●		●



# Materials



# *Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment*

**Producer**

Krames Communications

**Publication Date**

1991

**Availability**

Krames Communications

1100 Grundy Lane

San Bruno, California 94066-3030

(800) 333-3032

Order No. 1426

\$1, single copies

**Format**

7" x 10" pamphlet, 8 pages

**Target Audience**

Women

**Content Description**

Describes the "vulnerable" cervix, the Pap test procedure, what the Pap test shows and what the test results mean, and diagnosis and treatment.

**Readability Rating**

Fairly Difficult (11) *Atlantic Monthly*

**Notes**

Not designed specifically for Native Americans



# *Better Choices: The American Cancer Society's Program To Help You Reduce Your Risk of Cancer*

## **Producer**

American Cancer Society, Washington Division, Inc.

## **Publication Date**

1990

## **Availability**

American Cancer Society  
Washington Division, Inc.  
2120 First Avenue North  
Seattle, Washington 98109  
(206) 283-1152  
\$15, videotape; \$10.88, 100 leaflets

## **Format**

30-minute VHS videotape and 3-3/4" x 8-1/2" leaflet, 6 pages

## **Target Audience**

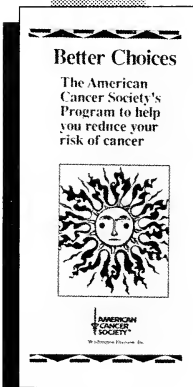
American Indians and Alaska Natives

## **Content Description**

Urges Native Americans to reduce their risk of cancer with the following advice: eat healthy foods, keep weight down, limit consumption of salted and preserved foods, limit consumption of alcohol, respect the sun, and don't smoke.

## **Readability Rating**

Easy (8) pulp fiction (leaflet)  
Not applicable (videotape)



# Breast Cancer

**Producer**

Native American Women's Health Education Resource Center

**Publication Date**

1990

**Availability**

Native American Women's Health Education Resource Center

P.O. Box 572

Lake Andes, South Dakota 57356

(605) 487-7072

Order No. 105

Free, single copies; \$0.95 each, up to 100 copies; \$0.90 each, more than 100 copies

**Format**

3-3/4" x 8-1/2" leaflet; 4 pages

**Target Audience**

Native American women

**Content Description**

Presents facts about breast cancer, and discusses risk factors. Discusses the frequency with which women should have breast self-exam, breast exam by a physician, and mammography. Lists common indicators of breast cancer.

**Readability Rating**

Average (9) *Reader's Digest*

**BREAST  
CANCER**

KNOW THE FACTS -  
A SITUATION NO  
WOMAN WANTS TO FACE!

# *Cancer Mortality Among Native Americans in the United States: Regional Differences in Indian Health, 1984-1988, and Trends Over Time, 1968-1987*

## **Producer**

Indian Health Service

## **Publication Date**

January 1992

## **Availability**

Cancer Prevention and Control Program

Indian Health Service

2401 12th Street, N.W., Room 3N

Albuquerque, New Mexico 87102

Free

## **Format**

8-1/4" x 11" book, 113 pages

## **Target Audience**

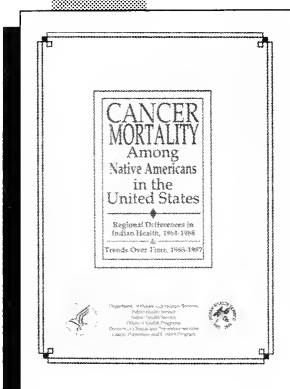
Those interested in cancer and cancer prevention programs for American Indians

## **Content Description**

Provides cancer mortality data for each cancer site and for each Indian Health Service (IHS) area in the United States. Offers background information and an overview of the IHS program and structure. Consists primarily of tables and charts illustrating regional differences in Indian health from 1984 to 1988, leading causes of cancer mortality from 1984 to 1988 by IHS area and sex, cancer mortality by area, and trends in cancer mortality from 1968 to 1987 among Native Americans in selected states compared to all races in the United States.

## **Readability Rating**

Very difficult (17) scientific professional magazines



# *Cancer Runs in Certain Circles*

**Producer**

Alaska Crippled Children & Adults, Inc.

**Publication Date**

1988

**Availability**

Alaska Crippled Children & Adults, Inc.

1020 Barnette Street

Fairbanks, Alaska 99701

(907) 456-4884

\$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and  
1 child's activity book

**Format**

11" x 17" poster (part of package described above)

**Target Audience**

Tobacco chewers and school-aged children

**Content Description**

Depicts the silhouette of a round tin of tobacco in someone's back pocket. Reads "Cancer Runs In Certain Circles" and, in much smaller print, "The fact is, over 85% of the people who suffer from mouth cancer are tobacco chewers. Of those, nearly half die." The telephone number for Alaska Crippled Children & Adults, Inc., is prominently displayed.

**Readability Rating**

Not applicable

**CANCER RUNS  
IN CERTAIN CIRCLES.**

Alaska Crippled Children  
& Adults, Inc.

456-4884

# Chances Are . . . You Need a Mammogram

**Producer**

American Association of Retired Persons in cooperation with  
Office of Cancer Communications, National Cancer Institute

**Publication Date**

August 1991

**Availability**

American Association of Retired Persons  
Fulfillment Division  
601 E Street, N.W.  
Washington, D.C. 20049  
(703) 550-9708  
Order No. D14502  
Free, single copies; \$17.50, 50 copies

**Format**

4" x 9" pamphlet, 11 pages

**Target Audience**

Midlife and older women

**Content Description**

States that one out of nine American women will develop breast cancer; that, as women age, their chances of getting breast cancer increase every year; and that regular mammograms are one of the best weapons against breast cancer. Explains what a mammogram is; discusses risk factors such as family history and age; and addresses common barriers such as cost, fear, transportation, and discomfort. Lists resources for finding mammography facilities and questions to ask to find out whether a facility is of quality.

**Readability Rating**

Fairly difficult (11) *Atlantic Monthly*

**Notes**

Not designed specifically for Native Americans





# *Children Are the Future: Give Yours a Healthy Start*

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$3.50, single copies; \$3.25 each, 51 to 100 copies; \$3 each, more than 100 copies

**Format**

16" x 20" poster

**Target Audience**

Pregnant American Indian women who smoke

**Content Description**

Pictures a silhouette of a pregnant American Indian woman smoking and a red slashed circle through the cigarette.

**Readability Rating**

Not applicable



# *Children Are Our Future: Give Yours a Healthy Start*

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$0.20, single copies; \$0.19 each, 101 to 500 copies; \$0.17 each, more than 500 copies

**Format**

3-3/4" x 8-1/2" leaflet, 6 pages

**Target Audience**

American Indian and Alaska Native pregnant women

**Content Description**

Encourages pregnant women to eat healthy foods, to get regular exercise, and to stop smoking. Describes the health hazards to children who breathe cigarette smoke.

**Readability Rating**

Not applicable



# *Continue the Circle: Enjoy the Gift of Health*

**Producer**

Minnesota Breast and Cervical Cancer Control Program, Minnesota Department of Health,  
and American Cancer Society

**Publication Date**

September 1992

**Availability**

American Cancer Society  
3316 West 66th  
Minneapolis, Minnesota 55435  
(612) 925-2772 (ask for librarian)  
Free

**Format**

11" x 17" poster

**Target Audience**

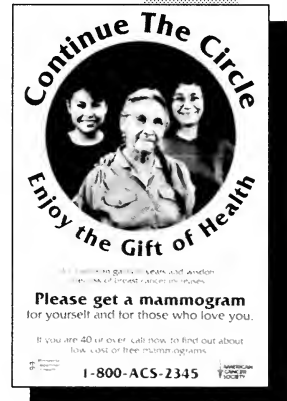
Native American women

**Content Description**

Depicts three Native American women of three generations. States that as a woman gains in years and wisdom, her risk of breast cancer increases. Urges women to get a mammogram. Includes a toll-free telephone number for the American Cancer Society that can provide information about low-cost or free mammograms.

**Readability Rating**

Not applicable



# Does Your Child Smoke?

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$0.20, single copies; \$0.19 each, 101 to 500 copies; \$0.17 each, more than 500 copies

**Format**

3-3/4" x 8-1/2" leaflet, 6 pages

**Target Audience**

American Indians and Alaska Natives

**Content Description**

Defines "passive" smoking as "when children or adults breathe in smoke from a nearby cigarette." Explains that children who breathe in smoke from cigarettes have an increased risk of lung cancer when they are older, more respiratory infections, more ear infections, and more colds. Encourages smokers to quit.

**Readability Rating**

Not applicable

DOES YOUR CHILD SMOKE?



# *Eat More Fruits and Vegetables: 5 a Day for Better Health*

**Producer**

California Department of Health and  
California Public Health Foundation

**Publication Date**

October 1991

**Availability Information**

Cancer Information Service  
(800) 4-CANCER  
NIH Publication No. 92-3248  
Free, up to 25 copies

**Format**

3-1/2" x 8-1/2" leaflet, 8 pages

**Target Audience**

General public

**Content Description**

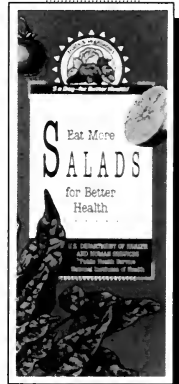
Suggests eating lots of fruits and vegetables to lower chances of getting cancer.  
Presents table listing vitamin A, vitamin C, and fiber content of numerous fruits and vegetables.

**Readability Rating**

Average (9) *Reader's Digest*

**Notes**

Not designed specifically for Native Americans



# Eat More Salads for Better Health

**Producer**

California Department of Health Services and  
California Public Health Foundation

**Publication Date**

March 1992

**Availability**

Cancer Information Service  
(800) 4-CANCER  
NIH Publication No. 92-3250  
Free, up to 50 copies

**Format**

3-1/2" x 8-1/2" leaflet, 8 pages

**Target Audience**

General public

**Content Description**

Emphasizes eating salads to reduce chances of getting some cancers. Presents table of salad ingredients with average grams of fat and average number of calories.

**Readability Rating**

Easy (8) pulp fiction

**Notes**

Not designed specifically for Native Americans



# *Eat To Live*

**Producer**

National Cancer Institute and  
Office of Minority Health

**Publication Date**

Spring 1994 (anticipated)

**Availability**

To be determined

**Format**

8-1/2" x 11" fact sheet, 2 pages

**Target Audience**

Alaska Natives

**Content Description**

Answers questions about why a diet that is low in fat and high in fiber may be important to cutting risks for some kinds of cancer and other health problems. Mentions the fat and fiber content of some foods commonly eaten in parts of Alaska.

**Readability Rating**

Not applicable

# *Eating Healthy the Alaska Way*

**Producer**

National Cancer Institute and  
Office of Minority Health

**Publication Date**

Spring 1994 (anticipated)

**Availability**

To be determined

**Format**

20" x 30" poster

**Target Audience**

Alaska Natives

**Content Description**

Stresses the importance of eating five or more fruits and vegetables every day, which may help to reduce chances of getting some kinds of cancer.

**Readability Rating**

Not applicable



# *Eating Healthy the Alaska Way*

**Producer**

National Cancer Institute and  
Office of Minority Health

**Publication Date**

Spring 1994 (anticipated)

**Availability**

To be determined

**Format**

Two 2-sided 4-1/4" x 5-1/2" tent cards for meal trays

**Target Audience**

Alaska Natives

**Content Description**

Stresses the importance of eating five or more servings of fruits and vegetables every day, eating less greasy foods, and getting plenty of exercise to stay healthy.

**Readability Rating**

Not applicable

# ***Eating Healthy the American Indian Way: Why All the Talk About Fat?***

**Producer**

National Cancer Institute and  
Office of Minority Health

**Publication Date**

Spring 1994 (anticipated)

**Availability**

To be determined

**Format**

5-1/2" x 8-1/2" booklet, 21 pages

**Target Audience**

American Indians

**Content Description**

Discusses the healthful benefits of eating a low-fat diet. Covers information on how to shop for low-fat foods, cook and eat the low-fat way, and choose low-fat foods when eating out.

**Readability Rating**

Not applicable

# *Eating Healthy the American Indian Way: Why All the Talk About Fiber?*

**Producer**

National Cancer Institute and  
Office of Minority Health

**Publication Date**

Spring 1994 (anticipated)

**Availability**

To be determined

**Format**

5-1/2" x 8-1/2" booklet, 14 pages

**Target Audience**

American Indians

**Content Description**

Discusses the healthful benefits of eating a high-fiber (and low-fat) diet. Covers information on how to shop for high-fiber foods, increase the fiber content of one's family's meals, and choose high-fiber foods when eating out.

**Readability Rating**

Not applicable

# *Having a Pelvic Exam and Pap Test*

**Producer**

National Cancer Institute

**Publication Date**

March 1993

**Availability**

Cancer Information Service

(800) 4-CANCER

NIH Publication No. 93-3416

Free

**Format**

5-1/2" x 8-1/2" leaflet, 4 pages

**Target Audience**

Women

**Content Description**

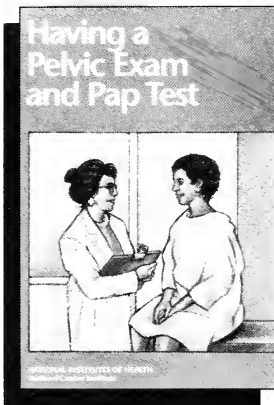
Describes the pelvic exam and Pap test procedure.

**Readability Rating**

Not applicable

**Notes**

Not designed specifically for Native Americans



# *Health Risks and Preventive Care Among Older American Indians and Alaska Natives*

**Producer**

American Association of Retired Persons

**Publication Date**

1990

**Availability**

American Association of Retired Persons

601 E Street, N.W.

Washington, D.C. 20049

(202) 434-2277

Order No. D13743

Free, up to 50 copies

**Format**

3-1/2" x 8-1/2" leaflet, 10 pages

**Target Audience**

Older American Indians and Alaska Natives

**Content Description**

Presents demographic statistics about American Indians and Alaska Natives. Addresses specific health risks among older American Indians and Alaska Natives. Lists leading causes of death among American Indians and Alaska Natives and modifiable risk factors. Offers many tips for a healthy diet that will not only prevent obesity but also help prevent and control the development of heart disease, diabetes, and cancer. Also stresses the importance of exercise and avoiding alcohol and tobacco. Lists several Indian Health Service offices for more information about hospitals and health centers or service units.

**Readability Rating**

Fairly difficult (11) *Atlantic Monthly*



# How To Examine Your Breasts

## Producer

Native American Women's Health Education Resource Center

## Publication Date

1990

## Availability

Native American Women's Health Education Resource Center

P.O. Box 572

Lake Andes, South Dakota 57356

(605) 487-7072

Order No. 208

Free, single copies; \$1, 2-50 copies; \$0.95, 51-250 copies; \$0.90, 250-500 copies

## Format

17-1/4" x 11-1/4" poster

## Target Audience

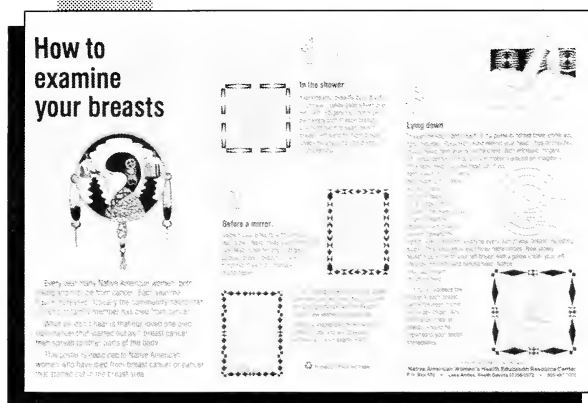
Native American women

## Content Description

Illustrates and discusses how to examine one's own breasts.

## Readability Rating

Not applicable



# *It's Never Too Late To Quit!*

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$3.50, single copies; \$3.25 each, 51 to 100 copies; \$3 each, more than 100 copies

**Format**

20" x 16" poster

**Target Audience**

Elderly American Indian smokers

**Content Description**

Presents a photograph of American Indian elders who have quit smoking.

**Readability Rating**

Not applicable



# *It's Never Too Late To Quit Smoking*

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$0.20, single copies; \$0.19 each, 101 to 500 copies; \$0.17 each, more than 500 copies

**Format**

3-3/4" x 8-1/2" leaflet, 6 pages

**Target Audience**

American Indian and Alaska Native smokers

**Content Description**

States that it's never too late to quit smoking—one's lungs will improve whether person is young or old at age of quitting. Describes some benefits of quitting smoking, such as breathing more easily, having more energy, reducing the risk of some cancers and heart disease, setting a good example, and helping to clean the air so Mother Earth can breathe.

**Readability Rating**

Not applicable





# *It's Your Life — It's Our Future: Stop Smoking Guide*

**Producer**

American Indian Cancer Control Project

**Publication Date**

November 1991

**Availability**

American Indian Cancer Control Project  
1918 University Avenue, Suite 2A  
Berkeley, California 94704  
(510) 843-8661  
Call for price information

**Format**

VHS color videotape, 15 minutes; and 6-1/2" x 9-1/4" booklet, 28 pages

**Target Audience**

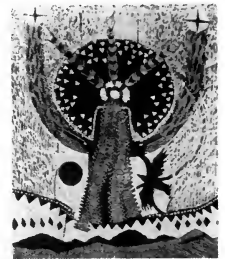
American Indian smokers

**Content Description**

Provides facts about cigarette smoking; tips for preparing to quit smoking and actually quitting; hints for coping with withdrawal symptoms, pressure from family and friends, and stress; advice for controlling weight; and ways to handle relapse. Includes a few quotes and a poem by American Indians.

**Readability Rating**

Very easy (6) comics (booklet)  
Not applicable (videotape)



IT'S YOUR LIFE - IT'S OUR FUTURE

Stop Smoking Guide

# *Keep Our Health Traditional: Keep Tobacco Use Traditional*

**Producer**

Tobacco Control Education Program, Southern California Indian Center, Inc.

**Publication Date**

No date

**Availability**

Southern California Indian Center, Inc.

2500 Wilshire Boulevard, Suite 750

Los Angeles, California 90057

(213) 387-5772

Order No. SCIC-TCEP-1

\$1, package of up to 25 copies; \$1.50, package of 26 to 50 copies

**Format**

8-1/2" x 11" poster

**Target Audience**

American Indians

**Content Description**

Depicts an American Indian in full headdress with a sacred pipe.

**Readability Rating**

Not applicable



# *Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer*

**Producer**

Wake Forest University

**Publication Date**

March 1993

**Availability**

Department of Family and Community Medicine

Bowman Gray School of Medicine

Wake Forest University

Winston-Salem, North Carolina 27157

(919) 716-4565

Free, single copies, while supplies last (may be reproduced)

**Format**

4-3/4" x 8-1/2" leaflet, 6 pages

**Target Audience**

American Indians

**Content Description**

States that Indian people were healthy in earlier times because they were active and ate foods low in fat and high in fiber. Explains that many of the health problems seen in the Indian community today are linked to a change in eating habits and less active daily routines. Presents five ways to help reduce cancer risk: (1) eat less fat; (2) eat more high-fiber foods; (3) eat more foods high in vitamin A and vitamin C; (4) limit the amount of salt-cured and smoked foods; and (5) maintain a healthy body weight.

**Readability Rating**

Not applicable

**Notes**

Funding for this brochure provided by the National Cancer Institute



**Let's  
Eat  
Healthy!**

*5 simple tips  
to lower dietary  
risk of Cancer*

# *Little Sister Mouse*

**Producer**

Roberta Cady, R.N.

**Publication Date**

1992

**Availability**

Roberta Cady, R.N.

Northern Cheyenne Public Health Nurse

Bikey, Montana 59012

\$0.50, single copies

**LITTLE SISTER  
MOUSE****Format**

7" x 8-1/2" pamphlet, 10 pages

**Target Audience**

Native Americans

**Content Description**

Tells the story of the little sister mouse, who lives in the here and now, and the noble eagle, who teaches us to listen and look. Emphasizes that it is good to be like the mouse, doing things with all our might, as well as the noble eagle, watchful to keep the enemy of cancer away. Presents the seven possible warning signs of cancer.

**Readability Rating**

Not applicable

# *Malam Nau Yahiwapo: Women's Gathering Place*

**Producer**

Pascua Yaqui Health Department in collaboration with  
Arizona Disease Prevention Center, University of Arizona Health Sciences Center

**Publication Date**

1992

**Availability**

Arizona Disease Prevention Center  
University of Arizona Health Sciences Center  
2501 East Lee  
Tucson, Arizona 85716  
(602) 321-7444  
\$5, packet; may be reproduced as needed

**Format**

9-1/2" x 11-3/4" folder with 8 fact sheets

**Target Audience**

American Indian women

**Content Description**

Contains fact sheets on where to go for health care, patient's bill of rights, Pap smear, breast health, physical breast exam, mammogram, and breast self-exam.

**Readability Rating**

Average (9) *Reader's Digest*



# *A Mammogram Could Save Your Life*

**Producer**

National Cancer Institute

**Publication Date**

March 1993

**Availability**

Cancer Information Service

(800) 4-CANCER

NIH Publication No. 93-3418

Free

**Format**

5-1/2" x 8-1/2" leaflet, 4 pages

**Target Audience**

Women over age 40

**Content Description**

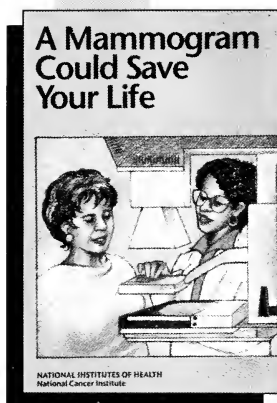
Answers questions about having a mammogram. Explains the importance of the procedure.

**Readability Rating**

Not applicable

**Notes**

Not designed specifically for Native Americans



# Mouth Cancer Runs in Certain Circles

**Producer**

Alaska Crippled Children & Adults, Inc.

**Publication Date**

1988

**Availability**

Alaska Crippled Children & Adults, Inc.

1020 Barnette Street

Fairbanks, Alaska 99701

(907) 456-4884

\$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and  
1 child's activity book

**Format**

3-1/2" x 8" leaflet, 4 pages (part of package described above)

**Target Audience**

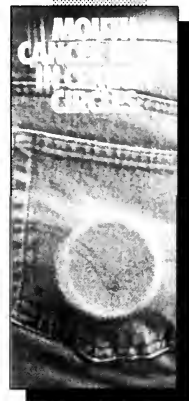
Alaskans

**Content Description**

Discusses the prevalence of chewing tobacco among young people in Alaska. Presents the dangers of smokeless tobacco, including the risk of addiction, contracting gum disease, high blood pressure, oral cancer, or even death. Encourages tobacco chewers to seek assistance in quitting from health providers in their village or community.

**Readability Rating**

Average (10) *Reader's Digest*



# *A New Beginning, Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions*

## **Producer**

Tobacco Control Education Program, Southern California Indian Center, Inc.

## **Publication Date**

No date

## **Availability**

Southern California Indian Center, Inc.

2500 Wilshire Boulevard, Suite 750

Los Angeles, California 90057

(213) 387-5772

Order No. SCIC-TCEP-2

\$1, package of up to 25 copies; \$1.50, package of 26 to 50 copies

## **Format**

8-1/2" x 13" poster

## **Target Audience**

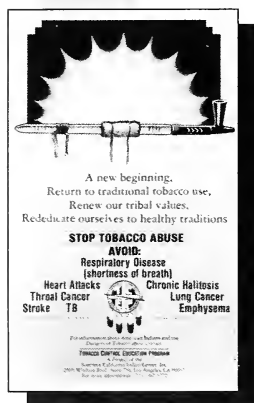
American Indians

## **Content Description**

Colorfully depicts a peace pipe, and encourages American Indians to return to traditional tobacco use, renew tribal values, and rededicate themselves to healthy traditions. Encourages people to stop tobacco abuse to avoid respiratory disease (shortness of breath), heart attacks, chronic halitosis, throat cancer, lung cancer, stroke, tuberculosis, and emphysema.

## **Readability Rating**

Not applicable





# *Our American Indian Children Are Our Future: Bring Them Into Health and Tradition*

**Producer**

Tobacco Control Education Program, Southern California Indian Center, Inc.

**Publication Date**

No date

**Availability**

Southern California Indian Center, Inc.

2500 Wilshire Boulevard, Suite 750

Los Angeles, California 90057

(213) 387-5772

Order No. SCIC-TCEP-3

\$1, package of up to 25 copies; \$1.50, package of 26 to 50 copies

**Format**

8-1/2" x 11" poster

**Target Audience**

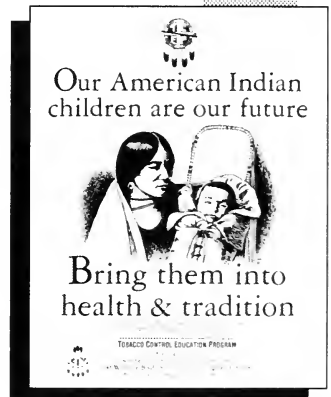
American Indians

**Content Description**

Depicts an American Indian woman and baby, and encourages health.

**Readability Rating**

Not applicable



# *Our American Indian Children Deserve a Healthy Future and Healthy Traditions: Don't Smoke for Your Children's Sake*

## **Producer**

Tobacco Control Education Program, Southern California Indian Center, Inc.

## **Publication Date**

No date

## **Availability**

Southern California Indian Center, Inc.

2500 Wilshire Boulevard, Suite 750

Los Angeles, California 90057

(213) 387-5772

Order No. SCIC-TCEP-4

\$1, package of up to 25; \$1.50, package of 26 to 50 copies

## **Format**

8-1/2" x 11" poster

## **Target Audience**

Pregnant American Indian women

## **Content Description**

Depicts a silhouette of a pregnant American Indian woman smoking, and encourages pregnant women not to smoke.

## **Readability Rating**

Not applicable



# *The Pap Test: It Can Save Your Life!*

**Producer**

National Cancer Institute

**Publication Date**

October 1991

**Availability**

Cancer Information Service

(800) 4-CANCER

NIH Publication No. 91-3213

Free

**Format**

5-1/2" x 8-1/2" leaflet, 4 pages

**Target Audience**

Women

**Content Description**

Answers questions about cancer of the cervix, such as how and where the test is performed, how often women should get a Pap test, who needs to have one, and why a Pap test is important.

**Readability Rating**

Not applicable

**Notes**

Not designed specifically for Native Americans

**The Pap Test  
It Can Save  
Your Life!**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Public Health Service, National Institutes of Health

# The Pathway to Health

## Producer

United Indian Health Services,  
American Cancer Society, Humboldt-Del Norte Unit, and  
Pacific Gas & Electric

## Publication Date

1991

## Availability

United Indian Health Services, Inc.

P.O. Box 420

Trinidad, California 95570

(707) 677-3693

\$3 plus \$1 shipping, first 10 sets of magnets; \$2 plus \$0.50 shipping,  
each additional 10 sets

## Format

Set of refrigerator magnets

## Target Audience

American Indians

## Content Description

Encourages American Indians, through colorful pictures, to eat fruits  
and vegetables, whole grains, fish, and lean meat or poultry.

## Readability Rating

Not applicable



# *Pull Together: Quit Smoking*

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$3.50, single copies; \$3.25 each, 51 to 100 copies; \$3 each, more than 100 copies

**Format**

20" x 16" poster

**Target Audience**

American Indian smokers

**Content Description**

Depicts a watercolor painting of American Indian canoe paddlers at the 1990 Lummi Stommish Celebration in Washington State. Urges American Indians to pull together and quit smoking.

**Readability Rating**

Not applicable



# Smoke-Free... and Healthy

## **Producer**

American Indian Health Care Association in cooperation with  
Indian Health Board of Minneapolis

## **Publication Date**

1990

## **Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$1, single copies; \$0.90 each, 100 to 500 copies; \$0.80 each, more than 500 copies

## **Format**

5-1/2" x 8-1/2" leaflet, 15 pages

## **Target Audience**

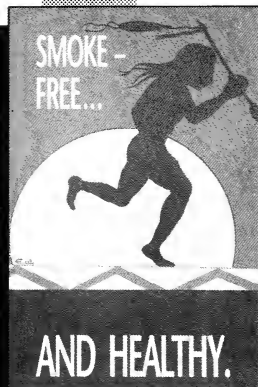
American Indians

## **Content Description**

Contains a very brief survey to determine reasons why the reader smokes. Encourages the reader to set a target date to quit smoking. Offers suggestions for what to do on quit day and how to stay smoke-free.

## **Readability Rating**

Very easy (7) comics



# *Smokeless Tobacco: Activity Book; Grades K-6*

**Producer**

Alaska Crippled Children & Adults, Inc.

**Publication Date**

1988

**Availability**

Alaska Crippled Children & Adults, Inc.

1020 Barnette Street

Fairbanks, Alaska 99701

(907) 456-4884

\$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and  
1 child's activity book

**Format**

8-1/2" x 11" pamphlet, 9 pages (part of package described above)

**Target Audience**

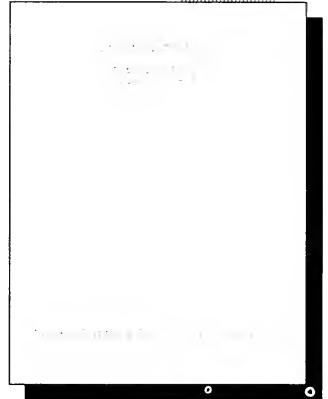
Children in kindergarten through sixth grade

**Content Description**

Contains eight puzzles, including connect the dots, maze, word search, picture to color, and crossword.

**Readability Rating**

Not applicable



# Smokeless Tobacco: Teacher's Guide

## **Producer**

Alaska Crippled Children & Adults, Inc.

## **Publication Date**

1988

## **Availability**

Alaska Crippled Children & Adults, Inc.

1020 Barnette Street

Fairbanks, Alaska 99701

(907) 456-4884

\$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and 1 child's activity book

## **Format**

8-1/2" x 11" pamphlet, 32 pages (part of package described above)

## **Target Audience**

Teachers of kindergarten through high school

## **Content Description**

Includes brief background information on smokeless tobacco, history, danger signals and statistics, classroom activities, video scripts, a quiz for junior and senior high school students, and potential followup questions. Pamphlet designed for use with a videotape and an activity book for elementary school children.

## **Readability Rating**

Average (10) *Reader's Digest*

SMOKELESS TOBACCO  
Teacher's Guide

Alaska Crippled Children & Adults, Inc.



# Take Care of Your Breasts

**Producer**

National Cancer Institute

**Publication Date**

March 1993

**Availability**

Cancer Information Service

(800) 4-CANCER

NIH Publication No. 93-3417

Free

**Format**

5-1/2" x 8-1/2" leaflet, 4 pages

**Target Audience**

Women

**Content Description**

Explains what a mammogram is and how often women need to have one, depending on age. Describes the pelvic exam and Pap test procedure.

**Readability Rating**

Not applicable

**Notes**

Not designed specifically for Native Americans



# Take Care of Yourself

**Producer**

Kentucky Cabinet for Human Resources

**Publication Date**

April 1992

**Availability**

Kentucky Cabinet for Human Resources

Chronic Disease Branch

275 East Main Street

Frankfort, Kentucky 40621

(502) 564-7996

Order No. PAM-DHS-110 (4-92)

\$4, 100 copies; \$20, 500 copies (make check payable to Kentucky State Treasurer)

**Format**

4-1/4" x 5-1/2" leaflet, 4 pages

**Target Audience**

Women

**Content Description**

Encourages every woman to have a Pap test and every woman 40 years or older to have a mammogram.

**Readability Rating**

Not applicable

**Take Care of**  
**YOURSELF**



# *Take Control: 10 Steps to a Healthier Life*

**Producer**

American Cancer Society, Humboldt-Del Norte Unit, and  
United Indian Health Services, Inc.

**Publication Date**

1991

**Availability**

American Cancer Society  
Humboldt-Del Norte Unit  
2942 F Street  
Eureka, California 95501  
(707) 442-1436  
\$0.08, single copies

**Format**

3-3/4" x 8-1/2" leaflet, 6 pages

**Target Audience**

Native Americans

**Content Description**

States that scientists think most cancers may be related to lifestyle and environment—what people eat and drink, whether they smoke, and where they work and play. Lists 10 diet and behavior changes to help reduce the risk of getting cancer.

**Readability Rating**

Average (10) *Reader's Digest*

**TAKE  
CONTROL**  
**10 Steps to a  
Healthier Life**



# *Taking Care of Your Health: The Pap Test and Cervical Cancer*

**Producer**

National Cancer Institute

**Publication Date**

Winter 1993

**Availability**

Cancer Information Service

(800) 4-CANCER

Free, single copies

**Format**

9-minute VHS videotape and 8" x 11" booklet, 16 pages

**Target Audience**

American Indian women

**Content Description**

Urges American Indian women to have an annual Pap test for the early detection of cervical cancer. Includes overview of the cervical cancer problem among American Indian women, an explanation of the Pap test, recommendations for cervical cancer screening, and ways that women may be able to protect themselves from the disease. Booklet provides information on how to use and promote the video.

**Readability Rating**

Not applicable (videotape)

Easy (8) pulp fiction (booklet)

**Notes**

Not designed specifically for Native Americans

# Tobacco Control Education Program

**Producer**

Tobacco Control Education Program, Southern California Indian Center, Inc.

**Publication Date**

No date

**Availability**

Southern California Indian Center, Inc.

2500 Wilshire Boulevard, Suite 750

Los Angeles, California 90057

(213) 387-5772

Order No. SCIC-TCEP-5

\$1, package of up to 25 copies; \$1.50, package of 26 to 50 copies

**Format**

8-1/2" x 11" poster

**Target Audience**

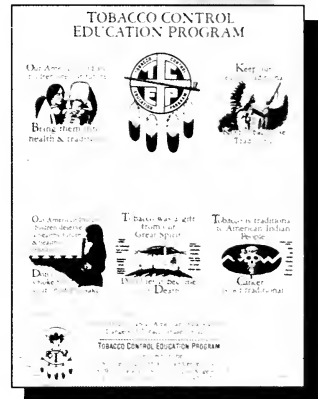
American Indians

**Content Description**

Depicts smaller versions of six posters of the Tobacco Control Education Program: (1) Our American Indian Children Are Our Future—Bring Them Into Health and Tradition; (2) Tobacco Control Education Program; (3) Keep Our Health Traditional—Keep Tobacco Use Traditional; (4) Our American Indian Children Deserve a Healthy Future and Healthy Traditions—Don't Smoke for Your Children's Sake; (5) Tobacco Was a Gift From Our Great Spirit—Don't Let It Become Our Death; and (6) Tobacco Is Traditional to American Indian People—Cancer Is Not Traditional.

**Readability Rating**

Not applicable



# *Tobacco Is Traditional to American Indian People: Cancer Is Not Traditional*

## **Producer**

Tobacco Control Education Program, Southern California Indian Center, Inc.

## **Publication Date**

No date

## **Availability**

Southern California Indian Center, Inc.

2500 Wilshire Boulevard, Suite 750

Los Angeles, California 90057

(213) 387-5772

Order No. SCIC-TCEP-6

\$1, package of up to 25 copies; \$1.50, package of 26 to 50 copies

## **Format**

8-1/2" x 11" poster

## **Target Audience**

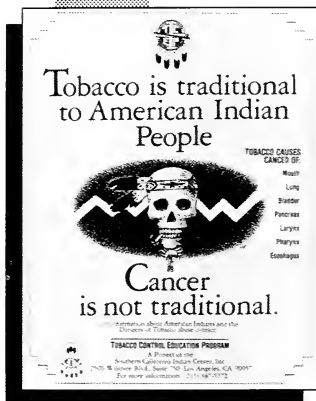
American Indians

## **Content Description**

Depicts a skull wearing traditional American Indian headdress and smoking a cigarette, and states that although tobacco is traditional to American Indians, tobacco abuse causes cancer of the mouth, lung, bladder, pancreas, larynx, pharynx, and esophagus.

## **Readability Rating**

Not applicable



# *Tobacco: It Was Never Meant To Be Abused*

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$3.50, single copies; \$3.25 each, 51 to 100 copies; \$3 each, more than 100 copies

**Format**

16" x 20" poster

**Target Audience**

American Indians

**Content Description**

Features a pen and watercolor painting of an American Indian elder teaching traditional use of tobacco.

**Readability Rating**

Not applicable



# *Tobacco Was a Gift From Our Great Spirit: Don't Let It Become Our Death*

## **Producer**

Tobacco Control Education Program, Southern California Indian Center, Inc.

## **Publication Date**

No date

## **Availability**

Southern California Indian Center, Inc.

2500 Wilshire Boulevard, Suite 750

Los Angeles, California 90057

(213) 387-5772

Order No. SCIC-TCEP-7

\$1, package of up to 25 copies; \$1.50, package of 26 to 50 copies

## **Format**

8-1/2" x 11" poster

## **Target Audience**

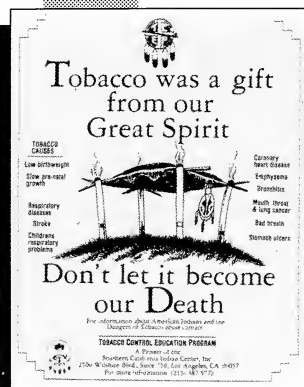
American Indians

## **Content Description**

Depicts an American Indian burial ground constructed of four burning cigarettes. States that tobacco abuse causes low birthweight, slow prenatal growth, respiratory diseases, stroke, children's respiratory problems, coronary heart disease, emphysema, bronchitis, bad breath, stomach ulcers, and mouth, throat, and lung cancers.

## **Readability Rating**

Not applicable





# Traditional Foods Can Be Healthy

**Producer**

Special Populations Studies Branch, National Cancer Institute

**Publication Date**

May 1993

**Availability**

Cancer Information Service

(800) 4-CANCER

NIH Publication No. 93-3548

Free

**Format**

8-1/2" x 7" pamphlet, 15 pages

**Target Audience**

American Indians

**Content Description**

Explains that during "traditional times," American Indians rarely had cancer, heart disease, diabetes, or obesity because traditional foods (e.g., fish, deer) were low in fat, people didn't eat as much, less fat was used to cook foods, no fat was added to foods that were boiled or dried, people ate a variety of foods, and people got more exercise. Encourages readers to eat more traditional foods today.

**Readability Rating**

Average (9) *Reader's Digest*



Traditional Foods Can Be Healthy

Living In Balance

We Can Learn From Our Past

Foods Were Prepared in the Following Ways:

Foods Were Selected From:

Exercise and Health

Traditional Foods in Today's World

# Traditional Use of Tobacco

**Producer**

American Indian Health Care Association

**Publication Date**

1991

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$0.20, single copies; \$0.19 each, 101 to 500 copies; \$0.17 each, more than 500 copies

**Format**

3-3/4" x 8-1/2" leaflet; 6 pages

**Target Audience**

American Indians

**Content Description**

Explains that tobacco is used by many Native Americans in spiritual ceremonies.

Describes appropriate uses of tobacco: "to help our thoughts and prayers reach the Creator; to give thanks to the Creator; to honor four-legged, flying, swimming, or crawling beings we have hunted; to seek advice from an elder or respected person; to show respect for Mother Earth; and to seek protection on our daily journeys." States that each Native American must choose how to use tobacco—to honor life or to harm life.

**Readability Rating**

Not applicable

TRADITIONAL



USE OF  
TOBACCO

# *We Are the Circle of Life; Pass on the Gift of Health*

**Producer**

Native American Women and Wellness Project

**Publication Date**

Revised 1993

**Availability**

American Indian Health Care Association  
245 East Sixth Street, Suite 499  
St. Paul, Minnesota 55101  
(612) 293-0233  
Call for cost information

**Format**

16" x 20" poster

**Target Audience**

American Indian women

**Content Description**

Pictures four American Indian women. Urges women to get yearly breast and Pap screenings.

**Readability Rating**

Not applicable



# What Men Should Know About Cancer

## Producer

American Cancer Society, Humboldt-Del Norte Unit, and  
United Indian Health Services, Inc.

## Publication Date

1990

## Availability Information

American Cancer Society  
Humboldt-Del Norte Unit  
2942 F Street  
Eureka, California 95501  
(707) 442-1436

## Format

3-1/4" x 8-1/2" leaflet, 6 pages

## Target Audience

Native American men

## Content Description

Describes some reasons why some men put off going to a doctor. Discusses the early signs of some cancers that men can get: colon and rectal cancer (most common in men over age 40), testicular cancer (most common in men ages 15 to 35), prostate cancer (most common in men ages 60 to 90), bladder cancer (most common in men ages 60 to 90), lung and mouth cancers, and breast cancer (rare in men). Lists the seven warning signals of cancer.

## Readability Rating

Very easy (7) comics

*What MEN  
Should Know  
About Cancer*



# *What Women Should Know About Cancer*

**Producer**

American Cancer Society, Humboldt-Del Norte Unit, and  
United Indian Health Services, Inc.

**Publication Date**

1990

**Availability Information**

American Cancer Society  
Humboldt-Del Norte Unit  
2942 F Street  
Eureka, California 95501  
(707) 442-1436  
\$0.08, single copies

**Format**

3-1/4" x 8-1/2" leaflet, 6 pages

**Target Audience**

Native American women

**Content Description**

Describes some reasons why some women put off going to a doctor. Discusses the early signs of some cancers that women can get: breast cancer, cervical and uterine cancer, colon and rectal cancer, and lung cancer. Lists the seven warning signals of cancer.

**Readability Rating**

Very easy (7) comics



# *Withdrawal From Smoking: Dealing With the Effects*

**Producer**

American Indian Health Care Association

**Publication Date**

1990

**Availability**

American Indian Health Care Association

245 East Sixth Street, Suite 499

St. Paul, Minnesota 55101

(612) 293-0233

\$0.20, single copies; \$0.19 each, 101 to 500 copies; \$0.17 each, more than 500 copies

**Format**

3-3/4" x 8-1/2" leaflet, 6 pages

**Target Audience**

American Indians and Alaska Natives who want to quit smoking

**Content Description**

Offers suggestions for dealing with the effects of withdrawal from smoking, including dry mouth, cough, and sore throat; hunger; changes in sleeping habits; grouchiness; or constipation or diarrhea.

**Readability Rating**

Not applicable



# Appendix





# Appendix

## SMOG Readability Formula

Readability ratings are performed to ensure that materials can be read and understood by the people who will be using them. Sentence and word length and complexity are important factors in assessing readability.

The SMOG readability formula is quick to perform, ensures 90-percent comprehension (i.e., a person with a 10th-grade reading level will comprehend 90 percent of the material rated at that level), and is relatively reliable and respectable.

Directions for SMOG grading are taken directly from "SMOG Grading—A New Readability Formula," by Harry McLaughlin.

1. Count 10 consecutive sentences near the beginning of the text to be assessed, 10 in the middle, and 10 near the end. Count as a sentence any string of words ending with a period, question mark, or exclamation point.
2. In the 30 selected sentences, count every word of three or more syllables. Any string of letters or numerals beginning and ending with a space or punctuation mark should be counted if you can distinguish at least three syllables when you read it aloud in context.
3. Estimate the square root of the number of polysyllabic words counted. This is done by taking the square root of the nearest perfect square. For example, if the count is 95, the nearest perfect square is 100, which yields a square root of 10. If the count lies roughly between two perfect squares, choose the lower number. For example, if the count is 110, take the square root of 100 rather than that of 121.

### SMOG Score and Interpretation

<i>Score (Grade Level)</i>	<i>Level of Style</i>	<i>Typical Magazine Example</i>
6-7	Very easy	Comics
8	Easy	Pulp fiction
9-10	Average	<i>Reader's Digest</i>
11-13	Fairly difficult	<i>Atlantic Monthly</i>
14-16	Difficult	Academic magazines (e.g., <i>Psychoanalytic Review</i> , <i>Child Welfare</i> )
17+	Very difficult	Scientific professional magazines (e.g., <i>Music Educator Journal</i> )

# Appendix

## SMOG Readability Formula (continued)

### References

- McLaughlin, G.H. "SMOG Grading—A New Readability Formula," *Journal of Reading*, May 1969, pp. 639-646.
- Powers, R.D.; Sumner, W.A.; and Kearl, G.E. "A Recalculation of Four Readability Formulas," *Journal of Education Psychology*, April 1958, pp. 99-105.

# Readability Worksheet

Name of Publication: \_\_\_\_\_

Publisher: \_\_\_\_\_

Number of Pages: \_\_\_\_\_ Date Readability Completed: \_\_\_\_\_

## A. SMOG Readability Formula

Sample	Page No.	Number of Words With Three or More Syllables	Syllable Counting Wordspace
a. { 1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____
b. { 4	_____	_____	_____
5	_____	_____	_____
6	_____	_____	_____

Set a. Multisyllabic Words \_\_\_\_\_ Nearest Perfect Square \_\_\_\_\_  
 Perfect Square, Square Root \_\_\_\_\_ + 3 = \_\_\_\_\_ (SMOG grade)

Set b. Multisyllabic Words \_\_\_\_\_ Nearest Perfect Square \_\_\_\_\_  
 Perfect Square, Square Root \_\_\_\_\_ + 3 = \_\_\_\_\_ (SMOG grade)

## B. Interpretation of SMOG Score

Grade Level	Level of Style	Example of Magazine Level
_____	_____	_____

## C. Additional Factors Affecting Readability

Factors	Assist Readability	Detract From Readability	Comments
1. Illustrations	_____	_____	_____
2. Design/Print	_____	_____	_____
3. Organization	_____	_____	_____
4. Definition of Technical Vocabulary	_____	_____	_____
5. Variability of Difficulty	_____	_____	_____
6. Author's Style	_____	_____	_____



# *Index of Authors, Producers, and Distributors*

- Alaska Crippled Children & Adults, Inc.  
Cancer Runs in Certain Circles 17  
Mouth Cancer Runs in Certain Circles 41  
Smokeless Tobacco: Activity Book; Grades K-6 49  
Smokeless Tobacco: Teacher's Guide 50
- American Association of Retired Persons  
Chances Are . . . You Need a Mammogram 18  
Health Risks and Preventive Care Among Older American  
Indians and Alaska Natives 31
- American Cancer Society  
Continue the Circle: Enjoy the Gift of Health 21
- American Cancer Society, Humboldt-Del Norte Unit  
The Pathway to Health 46  
Take Control: 10 Steps to a Healthier Life 53  
What Men Should Know About Cancer 62  
What Women Should Know About Cancer 63
- American Cancer Society, Washington Division, Inc.  
Better Choices: The American Cancer Society's Program  
To Help You Reduce Your Risk of Cancer 14
- American Indian Cancer Control Project  
It's Your Life—It's Our Future: Stop Smoking Guide 35
- American Indian Health Care Association  
Children Are the Future: Give Yours a Healthy Start 19  
Children Are Our Future: Give Yours a Healthy Start 20  
Does Your Child Smoke? 22  
It's Never Too Late To Quit! 33  
It's Never Too Late To Quit Smoking 34  
Pull Together: Quit Smoking 47  
Smoke-Free . . . and Healthy 48  
Tobacco: It Was Never Meant To Be Abused 57  
Traditional Use of Tobacco 60  
We Are the Circle of Life; Pass on the Gift of Health 61  
Withdrawal From Smoking: Dealing With the Effects 64
- Arizona Disease Prevention Center  
Malam Nau Yahiwapo: Women's Gathering Place 39

## Index (continued)

- Cady, Roberta  
    Little Sister Mouse 38
- California Department of Health  
    Eat More Fruits and Vegetables: 5 a Day for Better Health 23  
    Eat More Salads for Better Health 24
- California Public Health Foundation  
    Eat More Fruits and Vegetables: 5 a Day for Better Health 23  
    Eat More Salads for Better Health 24
- Indian Health Board of Minneapolis  
    Smoke-Free . . . and Healthy 48
- Indian Health Service  
    Cancer Mortality Among Native Americans in the  
        United States: Regional Differences in Indian Health,  
        1984-1988, and Trends Over Time, 1968-1987 16
- Kentucky Cabinet for Human Resources  
    Take Care of Yourself 52
- Krames Communications  
    Abnormal Pap Test Results: Understanding Your Diagnosis  
        and Treatment 13
- Minnesota Department of Health  
    Continue the Circle: Enjoy the Gift of Health 21
- National Cancer Institute  
    Chances Are . . . You Need a Mammogram 18  
    Eat To Live 25  
    Eating Healthy the Alaska Way 26  
    Eating Healthy the Alaska Way 27  
    Eating Healthy the American Indian Way: Why All the  
        Talk About Fat? 28  
    Eating Healthy the American Indian Way: Why All the  
        Talk About Fiber? 29  
    Having a Pelvic Exam and Pap Test 30  
    A Mammogram Could Save Your Life 40  
    The Pap Test: It Can Save Your Life! 45  
    Take Care of Your Breasts 51  
    Taking Care of Your Health: The Pap Test and Cervical Cancer 54  
    Traditional Foods Can Be Healthy 59

## *Index (continued)*

- Native American Women and Wellness Project  
    We Are the Circle of Life; Pass on the Gift of Health 61
- Native American Women's Health Education Resource Center  
    Breast Cancer 15  
    How To Examine Your Breasts 32
- Office of Minority Health  
    Eat To Live 25  
    Eating Healthy the Alaska Way 26  
    Eating Healthy the Alaska Way 27  
    Eating Healthy the American Indian Way: Why All the  
        Talk About Fat? 28  
    Eating Healthy the American Indian Way: Why All the  
        Talk About Fiber? 29
- Pacific Gas & Electric  
    The Pathway to Health 46
- Pascua Yaqui Health Department  
    Malam Nau Yahiwapo: Women's Gathering Place 39
- Southern California Indian Center, Inc.  
    Keep Our Health Traditional: Keep Tobacco Use Traditional 36  
    A New Beginning, Return to Traditional Tobacco Use, Renew  
        Our Tribal Values, Rededicate Ourselves to Healthy Traditions 42  
    Our American Indian Children Are Our Future: Bring Them  
        Into Health and Tradition 43  
    Our American Indian Children Deserve a Healthy Future and  
        Healthy Traditions: Don't Smoke for Your Children's Sake 44  
    Tobacco Control Education Program 55  
    Tobacco Is Traditional to American Indian People: Cancer Is  
        Not Traditional 56  
    Tobacco Was a Gift From Our Great Spirit: Don't Let It Become  
        Our Death 58
- United Indian Health Services, Inc.  
    The Pathway to Health 46  
    Take Control: 10 Steps to a Healthier Life 53  
    What Men Should Know About Cancer 62  
    What Women Should Know About Cancer 63
- Wake Forest University  
    Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer 37













NIH Publication No. 94-3706  
January 1994